-1. (Currently amended) A method of displaying -- on a subpixel addressable screen having pixels comprised of separately-addressable, differently-colored subpixels -- digital content including text and/or images represented by a mark-up language including tags that dictate the format in which such content is to be displayed and tags that identify images to be displayed as part of said content, said method comprising:

-accessing said digital content, including accessing one or more images, from ~~a~~ one or more devices in which said content is stored or is generated dynamically;

-performing a down-scaling and ~~subpixed~~ subpixel-optimization process in which:

--each of said accessed images is a source image for the process;

--said process produces from each such source image a corresponding scaled-down, subpixel optimized image;

--each such scaled image represents the source image from which it has been produced at a lower pixel resolution than the pixel resolution of said source image;

--each such scaled image also represents ~~said~~ the corresponding source image in a subpixel-optimized manner by causing the luminosity associated with each subpixel within a given pixel of the scaled image to represent the luminosity of the subpixel's color in a portion of the corresponding source image that differs for each subpixel as a function of the subpixel's different position in the given pixel; and

-displaying said accessed digital content on said subpixel-addressable screen in a format determined at least in part by one or more tags in said content, including, as part of said

formatted display, displaying said scaled images in a subpixel-optimized manner on said screen;

-wherein:

    --said accessed digital content includes one or more strings of displayable text characters; and

    --said display of said digital content also includes drawing a string bitmap on said screen to represent said string, which string bitmap is composed from a succession of separate font bitmaps each selected to correspond to an individual character in the text of said string;

    --said font bitmaps are anti-aliased because they are subpixel-optimized images of character-font shape; and

    --said subpixel-optimized font images are subpixel-optimized in a different manner than the scaled images in that:

        ---the luminosity assigned to each given subpixel of a pixel in one of said scaled images represents the intensity of the given subpixel's corresponding color in a portion of the source image having a position corresponding to the position of the given subpixel in the scaled image; and

        ---the luminosity assigned to each given subpixel in one of said font bitmaps is a function of:

            ----a coverage value representing the percent of the given subpixel's area in the font bitmap that is covered by the character-font shape represented by the bitmap; and

            ----for at least some subpixels of said font bitmaps, a color balancing distribution between the given subpixel's coverage value and coverage values of other nearby subpixels that reduces perceptible color imbalances that would result

from differences between coverage values of
nearby subpixels of different colors in the
absence of such color balancing distributions.

(Canceled) Claim 2.

-3. (Original) A method as in Claim 2 wherein one or more of said
single line strings are represented by font bitmaps that:

    -have a font size of 10 pixels per em or less;

    -are anti-aliased font bitmaps that assign a color value to a
    given screen pixel as a graded function of a coverage value
    representing the percent of the given pixel that is covered by
    a character shape being represented by the font bitmap; and

    -have the shape and pixel alignment of the character
    represented by such a font bitmap selected to increase the
    degree of alignment of edges of the character shape with pixel
    boundaries of said bitmap.

-4. (Currently amended) A method of displaying -- on a subpixel
addressable screen having pixels comprised of separately-
addressable, differently-colored subpixels -- digital content
including text and/or images represented by a mark-up language
including tags that dictate the format in which such content is to
be displayed and tags that identify images to be displayed as part
of said content, said method comprising:

    -accessing said digital content, including accessing one or
    more images, from one or more devices in which said content is
    stored or is generated dynamically;

    -performing a down-scaling and subpixel-optimization process in
    which:

        --each of said accessed images is a source image for the
        process;

--said process produces from each such source image a corresponding scaled-down, subpixel optimized image;

--each such scaled image represents the source image from which it has been produced at a lower pixel resolution than the pixel resolution of said source image;

--each such scaled image also represents the corresponding source image in a subpixel-optimized manner by causing the luminosity associated with each subpixel within a given pixel of the scaled image to represent the luminosity of the subpixel's color in a portion of the corresponding source image that differs for each subpixel as a function of the subpixel's different position in the given pixel; and

-displaying said accessed digital content on said subpixel-addressable screen in a format determined at least in part by one or more tags in said content, including, as part of said formatted display, displaying said scaled images in a subpixel-optimized manner on said screen;

-wherein:

--said accessed digital content includes one or more strings of displayable text characters; and

--said display of said digital content also includes drawing a string bitmap on said screen to represent said string, which string bitmap is composed from a succession of separate font bitmaps each selected to correspond to an individual character in the text of said string;

--one or more of said single line strings are represented by font bitmaps that:

---have a font size of 10 pixels per em or less;

---are anti-aliased font bitmaps that assign a color value to a given screen pixel as a graded function of a coverage value representing the percent of the

given pixel that is covered by a character shape being represented by the font bitmap; and

---have the shape and pixel alignment of the character represented by such a font bitmap selected to increase the degree of alignment of edges of the character shape with pixel boundaries of said bitmap;

~~as in claim 3 wherein:~~

_-said font bitmaps are anti-aliased because they are subpixel-optimized images of character-font shape; and

_-said subpixel-optimized font images are subpixel-optimized in a different manner than the scaled images in that:

---the luminosity assigned to each given subpixel of a pixel in one of said scaled images represents the intensity of the given subpixel's corresponding color in a portion of the source image having a position corresponding to the position of the given subpixel in the scaled image; and

---the luminosity assigned to each given subpixel in one of said font bitmaps is a function of:

----a coverage value representing the percent of the given subpixel's area in the font bitmap that is covered by the character-font shape represented by the bitmap; and

----for at least some subpixels of said font bitmaps, a color balancing distribution between the given subpixel's coverage value and coverage values of other nearby subpixels that reduces perceptible color imbalances that would result from differences between coverage values of nearby subpixels of different colors in the absence of such color balancing distributions.

-5. (Currently amended) A method as in Claim 4 wherein the percent of a given font bitmap subpixel's ~~luminosity values~~coverage value that is distributed to achieve color balance is a function of the percent of the given subpixel's ~~luminosity~~ coverage value that causes color imbalance within pixel of which the given subpixel is part.

-6. (Original) A method as in Claim 3 wherein:
   -said anti-aliased font bitmaps include small font bitmaps having a small font size of eight pixels per em or less; and
   -the shape and pixel alignment of the character represented by such a small font bitmap have been selected to increase the degree of alignment of edges of the character shape with pixel boundaries of said small bitmap.

-7. (Original) A method as in Claim 6 wherein the font bitmaps of said small font size represent a majority of characters of the Roman alphabet within an advance width of 4 pixel columns or less.

-8. (Original) A method as in Claim 7 wherein the font bitmaps of said small font size represent a majority of lowercase letters with an x-height greater than 4 pixels.

-9. (Original) A method as in Claim 1 wherein said accessing of said digital content is performed over an computer network.

-10. (Original) A method as in Claim 9 wherein said accessing of said digital content is performed over the Intenet.

-11. (Original) A method as in Claim 1 wherein said digital content includes web pages.

-12. (Original) A method as in Claim 1 wherein:

-said screen is part of a browser computer capable of browsing digital content;

-the browser computer includes browser programming that responds to user input requesting a given portion of digital content by requesting that content from a another entity, either a storage device, another computer, or other programming running on the browser computer;

-said accessing of said digital content is performed in response to the request from the browser programming; and

-said display of said accessed digital content, including said scaled images, is performed on the screen of said browser computer.

-13. (Original) A method as in Claim 12 wherein:

-said user request is communicated over a computer network from said browser computer to one or more servers;

-the digital content is accessed by being read from memory or dynamically generated by one or more of said servers;

-said down-scaling and subpixel-optimization of said source images is performed by one or more of said servers; and

-said digital content, including said scaled images, is downloaded over said computer network to said browser, which then performs said display of the digital content.

-14. (Currently amended) A method as in Claim 12 wherein:

-said browser computer communicates said user request over a computer network to a proxy server;

-said proxy server communicates said user request over a computer network to one or more servers that store or

dynamically generate said digital content, including said source images;

-said one or more servers sends said source image to said proxy server;

-said scaling down of said source images is performed by said proxy server; and

-the proxy server downloads the digital content, including said scaled images to said browser, which then performs said display of the digital content.

-15. (Currently amended) A method as in Claim 12 wherein said down-scaling and subpixel-optimization of said source images is performed by said browser computer.

-16. (Original) A method as in Claim 12 further including:

-allowing a user of the browser computer to select one of a plurality of scale factors; and

-said down-scaling and subpixel-optimizing produces one or more scaled, subpixel-optimized images that each have a pixel size relative to the respective source image that is selected as a function of said user selected scale factor.

-17. (Currently amended) A method as in Claim 16 wherein ~:~

~-said accessed digital content also includes one or more strings of text characters; and~

~-said display of said the digital content also includes drawing a string bitmap on said screen to represent said string, which string bitmap is composed from a succession of separate font bitmaps each selected to correspond to an individual character in the text of said string, and~

-the size of said font bitmaps varies as a function of said user selected scale factor.

-18. (Original) A method as in claim 16 wherein:

    -said other entity from which said browser programming requests said digital content is one or more remote computers that said browser programming communicates said request to over a computer network;

    -said user selected scale factor is also communicated from said browser programming over said computer network to one or more of said remote computers; and

    -said scaling down and subpixel optimizing of said source images is performed on one or more of said remote computers at a scale factor that varies as a function of said user selected scale factor communicated over said network.

29. (Currently amended) A computer system for displaying -- on a subpixel addressable screen having pixels comprised of separately-addressable, differently-colored subpixels -- digital content including text and/or images represented by a mark-up language including tags that dictate the format in which such content is to be displayed and tags that identify images to be displayed as part of said content, said system comprising:

    -one or more processors for executing program instructions stored in computer readable memory; and

    -one or more computer readable memories storing program instructions for causing said one or more processors to:

        --access said digital content, including accessing one or more images, from a~~a~~ one or more device~~s~~ in which said content is stored or is generated dynamically;

        --perform a down-scaling and ~~subpixed~~subpixel-optimization process in which:

            ---each of said accessed images is a source image for the process;

---said process produces from each such source image a corresponding scaled-down, subpixel optimized image;

---each such scaled image represents the source image from which it has been produced at a lower pixel resolution than the pixel resolution of said source image;

---each such scaled image also represents ~~said~~ the corresponding source image in a subpixel-optimized manner by causing the luminosity associated with each subpixel within a given pixel of the scaled image to represent the luminosity of the subpixel's color in a portion of the corresponding source image that differs for each subpixel as a function of the subpixel's different position in the given pixel; and

--display said accessed digital content on said subpixel-addressable screen in a format determined at least in part by one or more tags in said content, including, as part of said formatted display, displaying said scaled images in a subpixel-optimized manner on said screen

-wherein:

--said accessed digital content includes one or more strings of displayable text characters; and

--said display of said digital content also includes drawing a string bitmap on said screen to represent said string, which string bitmap is composed from a succession of separate font bitmaps each selected to correspond to an individual character in the text of said string;

--said font bitmaps are anti-aliased because they are subpixel-optimized images of character-font shape; and

--said subpixel-optimized font images are subpixel-optimized in a different manner than the scaled images in that:

---the luminosity assigned to each given subpixel of a pixel in one of said scaled images represents the intensity of the given subpixel's corresponding color in a portion of the source image having a position corresponding to the position of the given subpixel in the scaled image; and

---the luminosity assigned to each given subpixel in one of said font bitmaps is a function of:

----a coverage value representing the percent of the given subpixel's area in the font bitmap that is covered by the character-font shape represented by the bitmap; and

----for at least some subpixels of said font bitmaps, a color balancing distribution between the given subpixel's coverage value and coverage values of other nearby subpixels that reduces perceptible color imbalances that would result from differences between coverage values of nearby subpixels of different colors in the absence of such color balancing distributions.

-30. (New) A method as in Claim 29 wherein the percent of a given font bitmap subpixel's coverage value that is distributed to achieve color balance is a function of the percent of the given subpixel's coverage value that causes color imbalance within pixel of which the given subpixel is part.

-31. (New) A method as in Claim 1 wherein the percent of a given font bitmap subpixel's coverage value that is distributed to achieve

color balance is a function of the percent of the given subpixel's coverage value that causes color imbalance within pixel of which the given subpixel is part.

-32. (New) A method of displaying -- on a subpixel addressable screen having pixels comprised of separately-addressable, differently-colored subpixels -- digital content including text and/or images represented by a mark-up language including tags that dictate the format in which such content is to be displayed and tags that identify images to be displayed as part of said content, said method comprising:

 -accessing said digital content, including accessing one or more images, from one or more devices in which said content is stored or is generated dynamically;

 -performing a down-scaling and subpixed-optimization process in which:

  --each of said accessed images is a source image for the process;

  --said process produces from each such source image a corresponding scaled-down, subpixel optimized image;

  --each such scaled image represents the source image from which it has been produced at a lower pixel resolution than the pixel resolution of said source image;

  --each such scaled image also represents the corresponding source image in a subpixel-optimized manner by causing the luminosity associated with each subpixel within a given pixel of the scaled image to represent the luminosity of the subpixel's color in a portion of the corresponding source image that differs for each subpixel as a function of the subpixel's different position in the given pixel; and

-displaying said accessed digital content on said subpixel-
addressable screen in a format determined at least in part by
one or more tags in said content, including, as part of said
formatted display, displaying said scaled images in a subpixel-
optimized manner on said screen;

-wherein said down-scaling and subpixel-optimization process
causes said luminosity associated with each subpixel of the
scaled image to differ as a function of the subpixel's
different position by determining the luminosity of each given
subpixel in a given pixel of said display image by:

     --defining a plurality of coverage lines within a window
     in said source image having a position relative to the
     source image corresponding to the given subpixel's
     position relative to the display image, with the position
     of different source image windows associated with
     different subpixels of a given display image pixel
     differing as a function of the different positions of said
     subpixels within the given display image pixel;

     --determining which source image pixels overlaps each of
     said coverage lines within the given supixel's source
     image window;

     --determining what length of each of said coverage lines
     is overlapped by each such overlapping source image pixel;
     and

     --determining the luminosity of the given subpixel as a
     function of the length of each coverage line overlapped by
     each such overlapping source image pixel and the
     respective luminosity, in the given subpixel's color, of
     each such overlapping source image pixel.

-33. (New) A method as in Claim 32 wherein the coverage lines
associated with a given subpixel include at least two coverage lines

that run in non-parallel directions on said subpixel's source image
window.

-34. (New) A method as in Claim 32 wherein the source image window
associated with each given subpixel has a size relative to the
source image corresponding to the size of a whole pixel relative to
said display image.

-35. (New) A method of displaying -- on a subpixel addressable
screen having pixels comprised of separately-addressable,
differently-colored subpixels -- digital content including text
and/or images represented by a mark-up language including tags that
dictate the format in which such content is to be displayed and tags
that identify images to be displayed as part of said content, said
method comprising:

    -accessing said digital content, including accessing one or
    more images, from one or more devices in which said content is
    stored or is generated dynamically;

    -performing a down-scaling and subpixel-optimization process in
    which:

        --each of said accessed images is a source image for the
        process;

        --said process produces from each such source image a
        corresponding scaled-down, subpixel optimized image;

        --each such scaled image represents the source image from
        which it has been produced at a lower pixel resolution
        than the pixel resolution of said source image;

        --each such scaled image also represents the corresponding
        source image in a subpixel-optimized manner by causing the
        luminosity associated with each subpixel within a given
        pixel of the scaled image to represent the luminosity of
        the subpixel's color in a portion of the corresponding

source image that differs for each subpixel as a function of the subpixel's different position in the given pixel; and

-displaying said accessed digital content on said subpixel-addressable screen in a format determined at least in part by one or more tags in said content, including, as part of said formatted display, displaying said scaled images in a subpixel-optimized manner on said screen;

-wherein said down-scaling and subpixel-optimization process causes said luminosity associated with each subpixel of the scaled image to differ as a function of the subpixel's different position by:

--defining a window in the corresponding source image having a position relative to the source image corresponding to the given subpixel's position relative to the display image, with the position of different source image windows associated with different subpixels of a given display image pixel differing as a function of the different positions of said subpixels within the given display image pixel; and

-determining the luminosity of each given subpixel in a pixel of said display image as a function of:

---the whole pixel luminosity of each of one or more source image pixels that overlaps the given subpixel's source image window;

--the percent of the given subpixel's source image window overlapped by each such overlapping source image pixel; and

---a color balancing function that distributes subpixel luminosity values between nearby subpixels in the display image to reduce color imbalance.

-36. (New) A method as in Claim 35 wherein the percent, if any, of a given subpixel's luminosity value that is distributed by said color balancing varies as a function of the percent of said luminosity value that causes color imbalance within the pixel of which the given subpixel is part.

-37. (New) A method as in Claim 35 wherein a source image window has a size relative to the source image corresponding to the size of a subpixel relative to the display image.

-38. (New) A method as in Claim 37 wherein:
   -a plurality of coverage lines are defined within the given subpixel's source image window;
   -the luminosity of the given subpixel is determined by:
        --determining which source image pixels overlaps each of said coverage lines within the given supixel's source image window;
        --determining what length of each of said coverage lines is overlapped by each such overlapping source image pixel; and
        --determining the luminosity of the given subpixel as a function of the length of each coverage line overlappled by each such overlapping source image pixel and the respective whole pixel luminosity of each such overlapping source image pixel.

-39. (New) A method as in Claim 37 wherein the luminosity of the given subpixel is determined by:
   -determining which source image pixels overlaps the given supixel's source image window;

-determining what area of the given subpixel's source image window is overlapped by each such overlapping source image pixel; and

-determining the luminosity of the given subpixel as a function of the area of the source image window overlappled by each such overlapping source image pixel and the respective whole pixel luminosity of each such overlapping source image pixel.